

# Scott Brian Lafferty

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## EDUCATION

**Temple University** | GPA 3.98 | **Fox Honors, University Honors** | Anticipated Graduation, May 2025, Philadelphia PA  
**Bachelor of Business Administration, Management Information Systems** | **Minor: Statistical Science and Data Science**  
Relevant Coursework | Applied Statistics and Data Science, Financial Management, Statistical Business Analytics, Management Theory, Information Systems, Survey Design

## PROFESSIONAL EXPERIENCE

**Sales Representative at Regency Management Services LLC, Warminster, PA** *May 2023 – August 2023*

- Achieved remarkable sales performance by selling over \$200,000 worth of furniture, demonstrating a keen ability to understand customer needs and match them with appropriate products while consistently exceeding sales targets.
- Employed advanced customer service techniques, including strategic customer retention strategies and in-depth product knowledge, to ensure healthy relationships for 100+ clients.
- Leveraged CRM software to track and manage client information allowing for precise customer profiling, streamlined communication, and data-driven sales strategies.

**Student Success Advocate at Bucks County Community College, Newtown, PA** *August 2022 – May 2023*

- Provided mentoring and support to 20+ students as they transitioned into college by serving as a connection for students to the College community and by advocating for student success.

**Founder of SBL Landscapes, Warminster, PA** *December 2021 – October 2022*

- Orchestrated the acquisition and retention of an extensive portfolio comprising 50+ clients, employing strategic client segmentation and tailored relationship management leading to multiple repeat clients.
- Led a multifaceted team of four skilled personnel, expertly coordinating their efforts in executing precise and optimized landscaping and hardscaping protocols.
- Systematically administered payroll disbursement and intricate client data repository through the proficient utilization of a CRM, optimizing financial resource allocation and data integrity.

**Supervisor at Hortulus Farms, Newtown, PA** *March 2020 – December 2020*

- Supervised a team of five employees, held daily team meetings to discuss company goals and delegate responsibilities.
- Systematized 300+ client's data to ensure precision, leveraging advanced Excel functions to maintain an organized repository.
- Consulted with clients about plant care for Bonsai trees and unique plant life.

## ACTIVITIES

### **Business Honors Student Association**

*Director of Alumni Relations*

*November 2023 – Present*

- Maintain relationships with 30+ Temple Alumni.
- Organize mentorship and communication efforts between Temple students and Alumni.
- Use Excel to keep track of all current Alumni Relations within the Business Honors Student Association.

### **Entrepreneurial Student Association**

*Member*

*August 2023 – Present*

- Develop strong leadership and teamwork skills through active participation in the Entrepreneurial Student Association.
- Gain practical experience in entrepreneurship and innovation by organizing and executing various events and initiatives.
- Enhance networking abilities and expand my professional network by engaging with like-minded students and industry experts as a member of the organization.

### **Bucks Business Association**

*President*

*August 2022 – May 2023*

- Worked with local business professionals to host 10+ speaker events.
- Brought in 60+ new members by marketing the club at various on-campus events.
- Connected students with mentors to help decide about career path interests.

## SKILLS

- Technical Skills: Python, R, SQL, JavaScript, Excel/Microsoft Office, MacOS, Windows OS, SAP
- Business Skills: Data analytics, leadership, collaboration, communication